



Kutztown, PA  
August, 2002

Dear Subscriber,

We want to take this opportunity to explain why you will be receiving a special discount on your cable bill and update you on the status of our business in the Borough of Kutztown. Your cable and telecommunication services are being provided by Service Electric Cablevision using a 2-way Broadband Network that is "state of the industry" and rivals those constructed in many metropolitan areas. Our current rates are both competitive and lower overall than neighboring companies and industry averages. Our product offering is expansive even as we continue to add new services. Since founding the cable industry in 1948, experience has taught us that customer service is the most important factor in operating a successful business. We pride ourselves on being the oldest family operated cable business in the nation and on giving the best possible service to our customers.

Regardless of our investment, competitive rates, exceptional service, expansive products and a "state of the industry" network, Kutztown's local government decided to spend millions of dollars to construct another network and duplicate our services. We have competed in the private sector for many years with other cable companies, satellite providers, and telephone companies. In 54 years of serving Pennsylvania communities, we have never competed with a local government in the public sector. For our mutual benefit we are examining those factors that make competing with a local government different and unfair to both the consumer and the private sector service provider.

In the meantime we have reviewed your local government's initial product offering and price structure. While the rates appear arbitrary and unrealistic over the long term, we recognize that you simply are looking for the best combination of product(s), service and price. Either on your August or September bill, you will receive a special discount. Your savings from this promotion is our way of thanking you for your past business and assuring you that you still have the best price, product, and service combination.

Thank you for your business! Look for those savings on your cable bill and call us when our new product offerings are available this fall.

Sincerely,

The Staff and Management of Service Electric Cablevision

# ATTENTION RESIDENTS: ENJOY

- **74 Channels of Basic**  
(including Comcast Sports & the K. U. Channel)
  - 14 Channels of HBO
  - 12 Channels of Cinemax
  - 45 Digital Music Channels
- **Internet with multiple users 190/600kbps-**
  - **Free Installation**

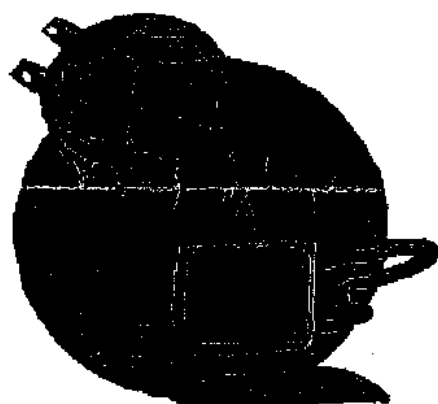
All for the low monthly price of \$45.32



Municipal Franchise and FCC fees not included. This offer applies to students and faculty of KU under the Education Initiative residing within the borough of Kutztown. Other restrictions may apply. Limited time offer. 1-800-344-0347

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**FOR**  
**KUTZTOWN UNIVERSITY**  
**STUDENTS & FACULTY!**

**OFF-CAMPUS  
STUDENTS!**



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**High-Speed Internet Service  
and Basic Cable TV Service  
all for only \$33.99 per month.  
Installation and Equipment INCLUDED!**

**Over 70 Cable Television channels  
including Comcast SportsNet and K. U. Channel  
& High-Speed Internet that is always on.  
SAVE OVER \$30 a month.**

**LOW PRICE – NO CONTRACT NECESSARY – CALL NOW**

**1-800-344-0347**

Ask for the



***Education Initiative.***

Limited time offer. Only available in Kutztown Boro. Some restrictions may apply.  
Municipal Franchise and FCC fees not included. May not be available in all areas.  
Offer applies to standard installation only. Call Service Electric for all the details.



**Early intervention**  
Chemical abuse  
experts describe  
treatment. B3

4.15.2004

## Borough TV cable battle heats up

Service Electric charges \$4 less than Hometown Utilicom for service to Kutztown customers, but the local company says it has no plans to cut prices.

©2004 Reading Eagle Company

**By Merav Bushlin**  
*Reading Eagle*

There may not be enough room for two cable TV companies in Kutztown.

As soon as Kutztown established Hometown Utilicom, a telecommunications system run on fiber-optic cables, in August 2002, the borough began to compete with Service Electric Cablevision.

A promotional discount that Service Electric offered Kutztown customers 21 months ago remains in effect. The company's full-basic service costs \$25.60 in Kutztown, about \$4 less than Hometown Utilicom charges for its expanded service.

But Kutztown officials said they have no plans to cut prices, which are based on the cost of offering the service.

"We're not going to get into a price war with Service Electric," said Borough Manager Jaymes A. Vettraino. "We're going to price going forward based on financial projections."

But competition is heating up in other ways.

**Cable** continues on B2

### Cable comparison

Monthly costs for cable TV



Reading Eag

Javier Solis, 14, a Northwestern Middle School eighth-grader, and his parents, Javier Sr. and Madeline, in home. Solis is the recipient of a \$30,000 scholarship to attend the prestigious Hill School in Pottstown.

## Teen sings study's praises



**Dan Kelly**

**W**HEN JAVIER SOLIS JR. thinks about success in school and in life, he compares it to making music.

And the philosophy of this Northwest Middle School eighth-grader's young life is music to his parents' ears.

Javier's parents, Madeline and Javier Solis Sr., glow with pride when their 14-year-old son enters the room.

"He said if someone gets a 95 in a test we think that's pretty good," Solis said. "But in a band, if 19 of 20 people play a note right, it's still going to sound terrible."

"In music you have to aim for 100 percent every time. I try to do the same in school and in life."

Javier didn't get his study habits from his father.

"I was a bad student," Javier Sr. said.

"I was born in Mexico and we didn't have transportation and books and teachers like here," he said. "I told him he has no excuse to bring me bad notes or grades home."

Javier's mother said she was a good student but dropped out of school in Puerto Rico, in part because her parents did not consider education important.

"I dropped out in 10th grade," she said, adding that she came to Read-

for this budding Renais. And every Tuesday, she goes to work with Mrs. Purdy.

Since first teaching Javier in fourth grade, Mary Jean Purdy, a music teacher, has helped him learn to play the flute, tenor sax, violin and more.

Purdy advises talented students to also take private lessons outside of school.

When Javier's parents found out about private lessons, Purdy offered him a deal. If he would withdraw from the elementary school where he teaches, she would give him private lessons on Tuesdays after school.

"She has helped me with things outside of music, help me prepare for things," Javier said. "She is always there for me."

But how has he managed to succeed in an environment where students are at risk of falling prey



## comparison

Monthly costs for cable TV service and a comparison of channels:

### Service Electric Cablevision

Limited-Basic Cable, 32 channels: **\$19.95**

Full-Basic Cable, 71 channels: **\$36.05**

Full-Basic Cable with promotion for Kutztown residents: **\$25.60**

Full-basic includes these channels not available on Hometown Utilicom:

WGTW-48 PHIL  
Berks County TV  
FitTV  
Goodlife  
Shop NBC  
HSN2  
HGTV  
Comcast  
Phila Park/Penn National

### Hometown Utilicom

Basic Tier, 35 channels **\$16.00**

Expanded-Basic Tier, 96 channels, **\$29.75**

Expanded-basic includes these channels not available from Service Electric:

Inspirational Network  
WLVT-62  
Shop at Home  
PBS Kids  
The Sportsman Channel  
WGTW-Burlington  
Family Net  
Boomerang  
Home & Garden TV  
Discovery Health  
International Channel  
MuchMusic  
BET on Jazz  
National Geographic  
ESPN Classic  
The Golf Channel  
Fox Sports World  
Outdoor Channel  
Fox Movies  
Turner Classic Movies  
Game Show Network  
The Independent Film Channel  
Tech-TV  
SoapNet  
The Health Network  
Hallmark Channel

Sources: [www.secv.com](http://www.secv.com) and [www.hometownutilicom.org](http://www.hometownutilicom.org)

when their 14-year-old son enters the room.

Using the same teachers, textbooks and facilities available to the rest of the Reading School District, he won a \$30,000 scholarship that will pay for his freshman year at the prestigious Hill School in Pottstown.

He is a product of an inner-city school district that rarely gets credit for its many success stories. Still, Javier doesn't think he's special.

"Maybe things do come a little easier to me now, but that's only because I've worked very hard," he said.

He also credits his teachers and his parents for his success.

One night at band practice, a teacher shared his philosophy about music with Javier.

"I dropped out in 10th grade," she said, adding that she came to Reading 15 years ago where she met her husband.

"It's not enough for them to be good students, they also need their parents," she said. "They should have programs that teach parents how to get involved in their child's education."

Although she feels the district needs more funding than suburban districts, she refuses to criticize the teachers.

"They have tried to help Javier as much as they can," she said.

Javier can't always find the book he wants in the school library, but he prefers not to dwell on that. There is art and wrestling and pottery and soccer and lots of math and science

in an environment where are at risk of falling prey and crime problems that the inner city?

Javier has a theory about it. "A student in the Reading District," he said, "does it harder than a student in the inner city."

"But it's not just the district student has to want to succeed, he has to have the support family, his parents."

"You can succeed with pieces, but you will have harder and you may not succeed. Javier Solis is making Reading."

Is anyone listening?

■ Contact columnist **Dan Kelly** at [dkelly@readingeagle.com](mailto:dkelly@readingeagle.com).

## Subsurface rock runs up Muhler

The district's bill for having contractors remove underground limestone at the athletic complex is **\$138,800 and rising.**

©2004 Reading Eagle Company

By **Shaun Lockhart**  
Reading Eagle

Some construction projects run into brick walls, but for the Muhlenberg School District the wall is underground, made of limestone and has cost \$138,800 so far.

Contractors working on Muhlenberg's athletic complex have removed 500 cubic yards of limestone during the excavation.

John Hill, vice president of Muhlenberg Greene, the project architect, said workers encountered more rock than anticipated.

Tests done by a subcontractor prior to construction detected rock, Hill said, but there was no way of knowing how much there was until work began.

The limestone isn't one solid mass. It runs in veins, much like a river, making it easy to miss during the testing process, according to Paul Lum, buildings and grounds supervisor.

The project, which has a \$5.6 million construction budget, consists of a new all-weather track, football stadium, softball and soccer fields, press box and field house.

Rock has been found

throughout the project area, which is behind the Muhlenberg Middle School.

The district has about \$209,000 remaining in a contingency fund that could be used for removal of additional limestone.

Hill said a fixed rate for rock removal was set as part of the bidding process. That rate of \$300 per cubic yard covers excavation and replacing the rock with suitable fill.

Negotiating that price prior to construction was one of the steps the district took to minimize the financial impact of a lot of rock being discovered.

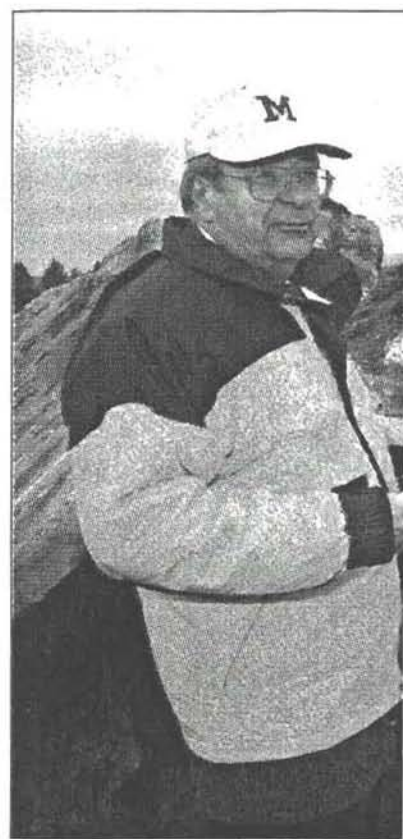
"It's a bit of guesswork unless you spend an inordinate amount of money on testing," he said.

Dr. Joseph S. Yarworth, superintendent, said the presence of the rock wasn't a surprise.

The high school is near a former quarry, and similar issues arose during the renovation of Muhlenberg Middle School in 1990.

This hasn't been an easy construction season for the school district.

A \$20 million improvement project at the high school un-



**Dr. Joseph Yarworth, Muhlenberg school supervisor, check on the progress of**

earthed battery casings, and several unfinished work delayed the high school opening by several days in August.

School board member Otto W. Voit III, who voted against the athletic-facilities project, el



# CABLE | Competition heats up for TV service in Kutztown

Continued from B1

When Kutztown announced in January that it would begin airing borough council meetings, Service Electric sent a camera crew two months later to tape a meeting for its local-access channel.

"We'll keep this (price) promotion going and we'll probably employ many more competitive tactics that we've honed over years of being in competition in the Lehigh Valley," said Gary W. Day, Service Electric's corporate manager of administration and telecommunications.

Kutztown officials said Service Electric's markdown for cable television only within Kutztown should raise suspicion about whether the company is overcharging customers outside the borough.

"It's kind of hard to say how you can drop the price \$11," said Frank P. Caruso, Kutztown's information technology director. "What does that tell everybody? We've (Service Electric) been overcharging forever?"

In some surrounding municipalities, Service Electric's full-basic cable rose from \$33.99 to \$36.05 during the same period that rates dropped in Kutztown.

Some Kutztown residents said their relatives in Max-

atwny, Fleetwood, Birdsboro and other areas complain of paying nearly \$11 more than they do.

Day argued that Kutztown artificially depressed prices by funding a telecommunications business with public dollars, thus forcing Service Electric to cut prices to compete.

Borough Councilman James Schwyer said other municipalities are paying the penalty for Service Electric's promotional discount in Kutztown.

"They're actually helping to subsidize the lower rates in town," he said.

But Day said Kutztown residents are the ones who will lose out when Hometown Utilicom becomes a money hole.

"They (borough officials) are burning through their assets very quickly, and that's going to have a very negative affect for the borough residents," he said.

Kutztown's most recent figures show that Hometown Utilicom has 660 homes or rental units subscribing to at least one of its services.

If cable television, Internet and telephone services are viewed as separate entities, the borough has 1,225 customers, according to the latest figures.

In 2001, Kutztown officials

projected that the three services would draw a total of about 1,520 customers by the end of the system's second year in August 2004.

Customer growth has slowed recently, but it should increase again in the fall when new Kutztown University students come to town, Vettrano said.

Caruso said one of the main factors keeping potential TV customers from signing up for Hometown Utilicom is not Service Electric but rather Com-

cast SportsNet.

Borough officials had to negotiate for more than 1½ years to obtain the signal for the popular sports channel, which is available through Service Electric, Caruso said.

The borough is finalizing an agreement with Comcast and should be able to offer Comcast SportsNet within three months, Caruso said.

■ Contact reporter Merav Bushlin at 610-371-5014 or mbushlin@readingeagle.com.



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**\$2350 on Bruno Stairlifts**  
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## The Berks County Chapter of the AMERICAN RED CROSS

presents the 10th Annual

**Legends 2004**  
American Red Cross

A Decade of Tennis in Berks  
Featuring

**JIM COURIER**  
**PATRICK MCENROE**

★ Other Legends Scheduled to Appear ★  
Saturday, April 17, 2004  
2:00 PM

Alyson College  
Physical Education Complex  
Reading, PA

Main Event Ticket Price: \$15.00  
Tickets available at the following locations:

Berks County Chapter of the American Red Cross  
Frommuth Tennis  
Hillcrest Racquet Club  
Spring Valley Tennis and Fitness Center  
Body Zone







8860 2000 VC 7 19 0003433

Billing Date:  
Account number:

Page 3 of 3  
March 19, 2004  
8860 20 031

## Account Details

This statement is for services from 3/29/04 through 4/28/04.

Previous Balance..... \$ 126.53

### Monthly Charge(s)

03/19	Late Charges .....	.70
03/29 - 04/28	Student Internet Package .....	25.99
03/29 - 04/28	Cable Modem Rental .....	4.95
03/29 - 04/28	Equipment Discount .....	- 4.95
03/29 - 04/28	Digital HBO-MAX Package .....	15.95
03/29 - 04/28	Promotional Discount .....	- 4.62
03/29 - 04/28	Student Basic Rate .....	8.00
	<b>Subtotal .....</b>	<b>46.02</b>

### Taxes And Fee(s)

03/19	Pennsylvania Sales Tax .....	.68
03/19	Franchise Fee .....	.40
03/19	FCC Regulatory Fee .....	.04
	<b>Subtotal .....</b>	<b>1.12</b>

Balance Due..... \$ 173.67

Kutztown Student Package  
(Brian Cliff) March '04

many months  
un-paid



SERVICE ELECTRIC CABLEVISION  
6400 PERKIOMEN AVE. BIRDSBORO PA  
19508 8860 2000 VC 7 23 0001164

## Statement of Service

Page 1 of 3  
Billing Date: February 23, 2004

### How to reach us ....

FOR SERVICE OR QUESTIONS REGARDING  
YOUR STATEMENT CALL: 610-582-5317  
OR 1-800-344-0347



## Account Summary

Please see page 3 for account details.

Previous Balance	\$ 26.92
Payment(s)	- 26.92
Monthly Charge(s)	25.60
Taxes & Fee(s)	1.32
Balance Due	\$ 26.92
Payment Due Date	03/14/04

## For Your Information

**Coming  
Soon**

THE SOPRANOS on HBO! The wait is finally over. The Fifth season of The Sopranos starts March 8 and Service Electric has a special offer for new HBO customers. Order Digital HBO now and get a FREE install and Cinemax FREE for 3 months. Digital HBO comes with 14 channels & Digital Cinemax has 12 channels. Call our office today to take advantage of this special offer.

Kutztown Borough -> 2/04





SERVICE ELECTRIC CABLEVISION  
6400 PERKIOMEN AVE, BIRDSBORO PA  
19508 8890 2000 VC 7 05 0003215

## Statement of Service

Billing Date:

Page 1 of 4  
April 05, 2003

### How to reach us ....

FOR SERVICE OR QUESTIONS REGARDING  
YOUR STATEMENT CALL: 610-582-5317  
OR 1-800-344-0347

### For Service At ....

107 E HUNTER ST  
LYON STATON PA 19536

LYON STATION PA 19536-0085



## Account Summary

Please see page 3 for account details.

Previous Balance	\$ 35.05
Payment(s)	- 35.05
Monthly Charge(s)	36.05
Taxes & Fee(s)	1.12
Balance Due	\$ 37.17
Payment Due Date	04/25/03

## For Your Information



SERVICE ELECTRIC CABLEVISION printed all of our channel line-ups on the back of this statement. Please keep this handy for future reference. All of these channels and services may not be available in all areas yet. Please check with our local office if you have any questions. Thank you for you patience.

pd 4/18/03  
CR# 2561

LYONS → 4/03



SERVICE ELECTRIC CABLEVISION  
6400 PERKIOMEN AVE; BIRDSBORO PA  
19508 8860 2000 VC 7 23 0001314

## Statement of Service

Page 1 of 3  
Billing Date: December 23, 2003  
Account Number [REDACTED]

How to reach us ....  
FOR SERVICE OR QUESTIONS REGARDING  
YOUR STATEMENT CALL: 610-582-5317  
OR 1-800-344-0347



## Account Summary

Please see page 3 for account details.

Previous Balance	\$ 37.17
Payment(s)	- 37.17
Monthly Charge(s)	36.05
Taxes & Fee(s)	1.12
Balance Due	\$ 37.17
Payment Due Date	01/12/04

## For Your Information

HAPPY  
HOLIDAYS!

HAPPY HOLIDAYS ! Your friends and neighbors at SERVICE ELECTRIC CABLEVISION would like to thank you very much for your valued business this past year and want to wish you and your entire family a joyous and safe Holiday Season and a happy and prosperous New Year. Please visit us anytime on the internet at [www.secv.com](http://www.secv.com)

Maxatawny Township → 12/03







8860 2000 YC 7 12 0003359

**Account Details**

This statement is for services from 1/22/04 through 2/21/04.

Previous Balance ..... \$ 280.28

**Payment(s)**

12/19 Payment - Thank You ..... - 120.00

**Monthly Charge(s)**

01/12	Late Charges .....	
01/22 - 02/21	Basic Service .....	36.05
01/22 - 02/21	Digital Converter .....	5.90
01/22 - 02/21	Prolog Express Platinum .....	39.95
01/22 - 02/21	Cable Modem Rental .....	4.95
01/22 - 02/21	Showtime Digital .....	11.95
	Subtotal .....	100.34

\$ 44.90

**Taxes And Fee(s)**

01/12	Pennsylvania Sales Tax .....	1.37
01/12	Franchise Fee .....	1.08
01/12	FCC Regulatory Fee .....	.04
	Subtotal .....	2.49

Balance Due ..... \$ 263.11

Reading → 2/04

**SERVICE ELECTRIC**CABLE TV &  
COMMUNICATIONS

DUE DATE 01/29/04

AMOUNT DUE \$ 84.64

JANUARY

**SERVICE SUMMARY:**

12/08	PREVIOUS BALANCE	82.15
12/24	PAYMENT (THANK YOU)	82.15 CREDIT
01/01	FULLCHANNEL LINEUPJAN F	41.75
01/01	PROLOG EXPRESS JAN	39.95
01/01	FCC FEES JAN F	0.06
01/01	COPYRIGHT FEES JAN F	0.75
01/08	FRANCHISE FEES	2.13
01/08	** MONTHLY DUE **	84.64

Orefield -&gt; 1/04

VIEW YOUR STATEMENT BY VISITING OUR WEBSITE AT [www.sectv.com](http://www.sectv.com) AND CLICK ON 'PAYMENT OPTIONS'**PLEASE NOTE:**

OUR BEST WISHES FOR A HAPPY NEW YEAR  
FROM THE ENTIRE STAFF AT SERVICE ELECTRIC !

LIFETIME REAL WOMEN IS NOW AVAILABLE ON DIGITAL CHANNEL 210.  
COMCAST SPORTSNET IS NOW AVAILABLE ON HIGH DEFINITION CHANNEL 515.

COMING SOON -  
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THANK YOU FOR GIVING US THE OPPORTUNITY TO SERVE YOU.

SERVICE ELECTRIC CABLE TV INC ♦ P O BOX 25025 ♦ LEHIGH VALLEY PA 18002-5025

PHONE (610) 865-9100 TOLL FREE (800) 232-9100

**ACCOUNT SUMMARY**

Previous Bal.		82.15
Payments	-	82.15
Charges	+	84.64
Credits	-	0.00
Tax	+	0.00
<b>ENDING BALANCE</b>		<b>84.64</b>



**SERVICE ELECTRIC**

CABLE TV &  
COMMUNICATIONS

DUE DATE 06/23/03

AMOUNT DUE \$ 42.20

**SERVICE SUMMARY:**

05/09	PREVIOUS BALANCE	42.20	
05/30	PAYMENT (THANK YOU)	42.20	CREDIT
06/01	FULLCHANNEL LINEUPJUN F	39.49	
06/01	FCC FEES JUN F	0.04	
06/01	COPYRIGHT FEES JUN F	0.67	
06/09	FRANCHISE FEES	2.00	
06/09	** MONTHLY DUE **	42.20	

**SERVICE ELECTRIC**

CABLE TV &  
COMMUNICATIONS

1247 03

Allentown → 6/03

**SERVICE ELECTRIC**

CABLE TV &  
COMMUNICATIONS

DUE DATE 09/25/03

AMOUNT DUE \$ 35.90

SEPTEMBER

**SERVICE SUMMARY:**

08/05	PREVIOUS BALANCE	62.23	
08/20	PAYMENT (THANK YOU)	62.23	CREDIT
09/01	FULLCHANNEL LINEUP SEP F	33.49	
09/01	FCC FEES SEP F	0.04	
09/01	COPYRIGHT FEES SEP F	0.67	
09/05	FRANCHISE FEES	1.70	
09/05	** MONTHLY DUE **	35.90	

\$35.90

#1318

9-12-03



CABLE TV &  
COMMUNICATIONS

Macungie → 9/03





8860 2000 VC 7 23 0001188

Billing Date:  
Account number:Page 3 of 3  
September 23, 2002**Account Details**

This statement is for services from 10/03/02 through 11/02/02.

Previous Balance..... \$ 35.73

**Payment(s)**

09/11 Payment - Thank You..... - 35.73

**Monthly Charge(s)**

08/27	Basic Service .....	Partial Month(s) 08/03-10/02	- 67.98
08/27	Basic Service .....	Partial Month(s) 08/03-10/02	67.98
08/27	25% Promotional Discount .....		- 16.99
10/03 - 11/02	Basic Service .....		33.99
10/03 - 11/02	25% Promotional Discount .....		- 8.49
	Subtotal .....		8.51

**Taxes And Fee(s)**

09/23	Franchise Fee .....	.43
09/23	FCC Regulatory Fee .....	.04
	Subtotal .....	0.47

Balance Due..... \$ 8.98

Kutztown Borough -&gt; 9/02


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[Channel Lineups](#)
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## Products & Services

[BIRDSBORO](#) | [BLOOMSBURG](#) | [HAZLETON](#) | [SHAMOKIN](#) | [SUNBURY](#)

### BIRDSBORO

Cable Television	Cost
Limited Basic Cable	19.95
Full Basic Cable (includes Limited Basic)	36.05 ←
Additional Connection	N/C
Analog Converter - each	2.04
Analog Remote Control	0.42

Digital Cable	Cost
Digital Basic Variety Package	6.95
Digital Basic Premier Package	11.95
Digital Cable Box w/ Remote Control	
With Premium Service	2.95
Without Premium Service	3.95

*Digital Box includes Interactive Program Guide/Navigator & 40 channels of Digital Music Service.*

Premium Services A La Carte	Cost
Digital HBO	11.95
Digital Cinemax	10.00
Digital Showtime Networks	11.95
Digital Starz/Encore	9.95
Repeat Pay Service - each	2.00

Premium 2 Pay Packages	Cost
Digital HBO/Cinemax	15.95
Digital HBO/Showtime Nets	21.95
Digital HBO/Starz	19.95
Digital Showtime/Starz	19.95
Digital Cinemax/Showtime Nets	19.95
Digital Cinemax/Starz	16.95

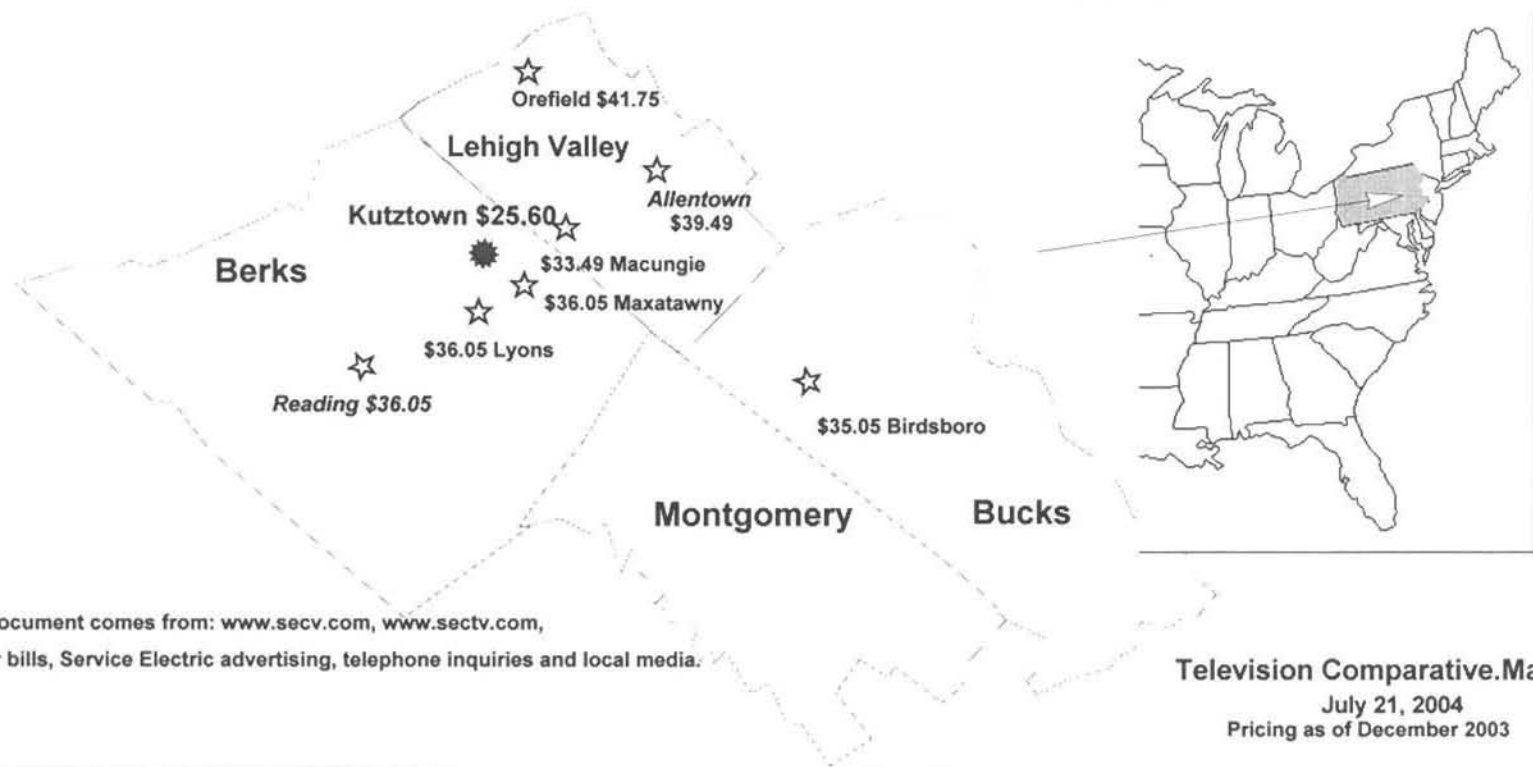
Premium 3 Pay Packages	Cost
Digital HBO/Cinemax/Showtime	27.90
Digital HBO/Cinemax/Starz	24.90
Digital HBO/Showtime/Starz	27.95

## South-Eastern Pennsylvania

Telecommunications Service by  
Hometown Utilicom - The Borough of Kutztown

Incumbent Television - Service Electric Cablevision

Incumbent Phone - Verizon



All pricing listed in this document comes from: [www.secv.com](http://www.secv.com), [www.sectv.com](http://www.sectv.com),  
Service Electric customer bills, Service Electric advertising, telephone inquiries and local media.

Television Comparative Map

July 21, 2004

Pricing as of December 2003